

THE TIKTOK SHOP READINESS SCORECARD

The Readiness Scorecard.

For CPG brands. Rate yourself across 6 categories. Find out exactly where you stand and what to fix first.

6

CATEGORIES

30

TOTAL POINTS

4

RESULT BANDS

60+

BRANDS AUDITED

**Haseef Bashir**

Founder, Brand Buddies

*Stop guessing if
you are ready.
Score it.*



BEFORE YOU START

Want Us to Score This With You?

If you would rather go through this scorecard live with someone who has launched **60+ brands** on TikTok Shop, book a free strategy call. We will walk through your score together, identify your biggest gaps, and tell you exactly what to prioritize in your first 30 days.

No pressure. No pitch. Just a clear picture of where you stand.

01**Book a strategy call.**

30 minutes. We score the 6 categories together, identify your two biggest gaps, and map out a 30-day priority list. If we are a fit, we will tell you. If we are not, we will tell you that too.

[Book Your Strategy Call →](#)**02****DM me on Instagram.**

Send a quick message to [@haseefbashir7](#). Tell me about your brand and where you think the gaps are. I respond to every DM personally.

[Message @haseefbashir7 →](#)

If you would rather score yourself first and talk later, keep reading. →

HOW IT WORKS

How This Scorecard Works.

Most CPG brands that come to us have the same question: *"Are we ready for TikTok Shop?"* The honest answer is almost always *"partially."* Some pieces are in place. Others are missing entirely. And most brands do not know which pieces are missing until they have already wasted time and money figuring it out the hard way.

This scorecard fixes that. There are **6 categories**. Each one covers a critical part of your TikTok Shop readiness. Rate yourself **0 to 5** in each category using the criteria provided. Be honest. There is no benefit to inflating your score. The point is to find your gaps before they cost you.

The 6 categories at a glance

01 Product and Margin Readiness

02 Shop Setup and Listing Quality

03 Content and Creator Capability

04 Creator Management Infrastructure

05 Ad Strategy Readiness

06 Scaling Readiness

Add up your score. Find your band.

0-10

NOT READY

Build the foundation before you launch. Launching now wastes budget.

11-18

ALMOST READY

Some pieces in place. Critical gaps remain. Fix those first.

19-24

READY TO LAUNCH

Your foundation is solid. Time to execute.

25-30

READY TO SCALE

Infrastructure in place. Now it is volume and optimization.

Let's start. →

01

CATEGORY ONE

Product and Margin Readiness

Your product needs to work on TikTok Shop specifically. What works on Amazon or DTC does not automatically work here. TikTok Shop is impulse-driven, creator-led, and margin-sensitive. Score yourself honestly.

YOUR SCORE



___ / 5

0-1**BEHIND**

Margins under 50% after product cost, shipping, and platform fees. No visual appeal on camera (nothing interesting, no visible result, nothing to demonstrate). Price point above \$50 (impulse threshold on TikTok is lower than other platforms). Restricted category or compliance issues that limit what creators can say.

2-3**GETTING THERE**

Margins between 50% and 65% after costs. Product looks decent on camera but no dramatic visual result. Price point in the \$15 to \$40 range. One or two SKUs live but no variant strategy. Not sure whether your category has compliance restrictions on TikTok.

4-5**IN GOOD SHAPE**

Margins 65%+ after all fees. Strong visual appeal: visible transformation, satisfying application, interesting texture or color. Price in the TikTok Shop sweet spot (\$15 to \$35). Product is consumable and repurchasable, customers come back. Multiple variants or SKUs that give creators options to feature.

CATEGORY 01 · INSIGHT

What Most CPG Brands Miss Here.

If your product is consumable (and most CPG products are, especially food, beverages, and snacks), you need to factor in ongoing sampling costs from day one. This is not a one-time expense. Creators will run out of your product. Depending on the product size and how often they use it, your active creators may need new samples every **two to three weeks**.

That adds up fast. 50 active creators × \$13 per sample = \$650 every 2–3 weeks just to keep them stocked.

If your product costs \$8 to produce and \$5 to ship, you are spending **\$650 every two to three weeks** just on resampling. That is a real operational cost that needs to be in your budget from the start.

The smart move

Do not resample everyone. Only send a second sample to creators who have made good quality content or who have actually converted sales. If a creator received your product, posted one low-effort video that ignored your brief, and generated zero sales, do not send them another sample. Redirect that budget toward creators who are performing.



WHAT TO FIX IF YOU SCORED LOW

Run a margin analysis that includes TikTok Shop commission (typically 15% to 20% to creators), shipping costs for samples, platform fees, and ad spend. If the math does not work at your current price point, either raise your price, reduce your COGS, or reconsider whether TikTok Shop is the right channel right now. Do not launch hoping the margins will "work out." They will not.

02

CATEGORY TWO

Shop Setup and Listing Quality

Your TikTok Shop needs to be set up properly before you start driving traffic to it. A messy shop with bad listings kills conversion even when the creator content is great.

YOUR SCORE

0

1

2

3

4

5

___ / 5

0-1

BEHIND



TikTok Shop is not set up yet, or it is set up but your listings have low-quality photos and minimal descriptions. Affiliate center is not open. No commission rate set. No samples ready to ship.

2-3

GETTING THERE



Shop is live with decent listings. Affiliate center is open but commission rate is below 15%. Some samples ready but no system for managing sample requests. Open collaboration not set up, or you are not sure how it works.

4-5

IN GOOD SHAPE



Shop is live with clean, high-quality product photos and clear descriptions. Affiliate center open with a competitive commission (15% to 20%+). Launch discount active to lower the barrier for first-time buyers. Samples packaged and ready to ship within 48 hours of a creator request. You understand how to manage your open collaboration settings.

CATEGORY 02 · INSIGHT

Key Setup Details Most Brands **Do Not Know.**

You can control your sampling through the affiliate collaboration center. These are small settings that most brands never touch, but they make a significant difference in how efficiently you manage your sampling budget.

A**Pause sampling without closing your affiliate center**

If you want to pause sampling temporarily — to manage costs or restock — turn off the sampling option without turning off open collaboration itself. Creators can still join your affiliate program. They just cannot request a free sample until you turn it back on.

B**Restrict which SKU variants creators can request**

If you have multiple variants in one listing, you can restrict which SKU variant affiliates are allowed to request as a sample. Useful when you have a hero product you want creators to focus on, or when one variant has better margins than others. You do not have to let creators pick any variant they want.

C**Cap the number of samples available through open collaboration**

You can also limit the number of samples available through open collaboration. This prevents a situation where 200 creators request samples in one week and you blow through your entire sample budget before the month is over.

**WHAT TO FIX IF YOU SCORED LOW**

Get listings clean first — good product photos, clear descriptions, a launch discount. Open your affiliate center and set commission at 15% minimum (20% is better for attracting quality creators). Get at least 50 sample units packaged and ready to ship. Set up your open collaboration controls so you manage the sampling flow. Then get your first sale through an affiliate video to unlock higher outreach limits.

03

CATEGORY THREE

Content and Creator Capability

Content is the fuel for everything on TikTok Shop. Your ad campaigns cannot spend without it. Your products cannot get discovered without it. Your shop cannot grow without it. How ready is your content engine?

YOUR SCORE

0

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2

3

4

5

___ / 5

0-1

BEHIND



No creator brief. Plan to send products and let creators "do their thing." No research on what is working in your category. No hooks, angles, or reference videos prepared. Fewer than 5 creators in your pipeline.

2-3

GETTING THERE



Basic brief (product info and some guidelines) but no specific hooks, angles, or reference videos. 5 to 15 creators signed up or in conversation. You have looked at competitor content but no systematic analysis. Relying on creators to figure out angles on their own.

4-5

IN GOOD SHAPE



Detailed brief with specific angles, hooks, "why it works" notes, reference videos, and CTA examples. QR-code one-pager creators can scan while filming. **20 to 40+** creators in pipeline, vetted for content quality, niche relevance, and posting consistency. Targeting **2 to 4 videos per week** per active creator — 40 creators producing at that rate gives you **80 to 160 quality videos per week** feeding your shop and GMV Max. Your brief is built from research on top-performing TikTok Shop videos in your category.

CATEGORY 03 · INSIGHT

Why This Category Matters Most for CPG Brands.

A bag of snacks or a bottle of supplements needs a strong angle and a strong hook to stop the scroll. The product alone will not do the work.

CPG products — food, snacks, beverages, supplements — live and die by content quality on TikTok Shop. Unlike beauty or fashion where the product itself is visually interesting, a bag of snacks or a bottle of supplements needs a strong angle and a strong hook to stop someone from scrolling.

That means your brief is doing more heavy lifting than it would for a beauty brand. Your hooks need to be sharper. Your angles need to be more creative. And your reference videos need to show creators exactly how to make a food or supplement product interesting on camera.

■ The volume math (4–5 territory)

40 vetted creators × 2 to 4 videos per week each = **80 to 160 quality videos per week**. That is the volume GMV Max needs to find your winners and scale them. Most brands launch with 5 videos and wonder why nothing is moving.



WHAT TO FIX IF YOU SCORED LOW

Build your brief before you recruit a single creator. Research the top 30 to 50 TikTok Shop videos in your product category. Identify which hooks are working, which angles are driving sales, and which content formats are getting the most engagement. Build your brief from that data. Include 5 to 8 content ideas with specific angles, hooks, and reference videos. Then start recruiting creators.

04

CATEGORY FOUR

Creator Management Infrastructure

Getting creators to sign up is the easy part. Managing them so they actually post consistently, improve their content quality, and stay engaged is the hard part. Most brands have no system for this.

YOUR SCORE

0

1

2

3

4

5

___ / 5

0-1

BEHIND



No plan for managing creators after they receive your product. No community group. No performance tracking. No follow-up system. Plan is to send products and hope creators post. No performance bonus structure.

2-3

GETTING THERE



Basic follow-up plan — maybe a spreadsheet tracking who received samples. Thinking about setting up a WhatsApp group but have not done it. No performance bonus structure. No system for identifying top performers or dealing with creators who go silent.

4-5

IN GOOD SHAPE



WhatsApp community (or similar) set up for your creators. Performance bonus structure with tiered incentives for both GMV generated and videos posted. System for tracking creator output and identifying who is performing and who has gone quiet. Plan for offering retainer deals to top performers. You are coaching creators on content quality, not just sending a brief and walking away.

CATEGORY 04 · INSIGHT

The Sampling Management Problem **CPG Brands Face.**

Here is a problem specific to CPG: your product gets consumed. A beauty product might last a creator 3 to 6 months. A bag of snacks lasts a week. A supplement bottle lasts 30 days. That means you need a system for resampling — and that system needs **rules**.

01**Only resample creators who have earned it.**

If a creator received your product, made great content, followed the brief, and generated views or sales, send them another sample. They have proven they are worth the investment.

02**Do not resample creators who ignored your brief.**

If they posted low-effort content or went silent, that sample budget is better spent on a new creator who might actually perform.

03**Track sampling costs as a line item, not an afterthought.**

Know exactly how much you are spending per creator per month on samples. If you are spending \$15 every three weeks on a creator who has generated \$0 in sales across 3 videos, that is a losing investment.

04**Set expectations upfront.**

Let creators know that continued sampling is based on content quality and performance. This is not about being harsh. It is about being clear. Creators who know the rules perform better than creators who assume the samples will keep coming regardless.

**WHAT TO FIX IF YOU SCORED LOW**

Set up a WhatsApp group before you onboard your first batch. Build a simple tracker (even a spreadsheet) that logs creator name, sample sent date, videos posted, views, sales generated, and resample status. Create a performance bonus structure with clear tiers. The infrastructure does not need to be complex. It just needs to exist.

05

CATEGORY FIVE

Ad Strategy
Readiness

GMV Max is TikTok Shop's ad system and it is the primary driver of paid revenue. But it does not work the way most brands expect. If you are not ready for how GMV Max actually operates, you will waste your ad budget.

YOUR SCORE



___ / 5

0-1

BEHIND



GMV Max not set up. You do not understand how it works. Plan is to "boost" individual videos or run traditional TikTok ads instead. Fewer than 10 creator videos live in your shop. Expect to set a daily budget and immediately see returns.

2-3

GETTING
THERE

Some understanding of GMV Max but have not run it. 10 to 20 creator videos live. Daily budget in mind but not sure how GMV Max picks which content to spend on. Tempted to make changes after one or two days if results lag.

4-5

IN GOOD
SHAPE

You understand GMV Max picks up all creatives in your shop and spends on the ones with highest conversion potential. You know the algorithm needs **3 to 4 days minimum** to stabilize and you wait for **5 to 6 days** of data before making changes. **30+** creator videos live and consistently adding more. Daily budget allocated. You scale gradually (20% to 30% increases) rather than doubling overnight.

| What most CPG brands get wrong

**Not enough content to feed the algorithm.**

Launching with 5 videos and a \$100 daily budget — then wondering why GMV Max only spends \$12. Feed it 30, 50, 100+ videos and the algorithm has enough material to find winners.

**Impatience with the learning phase.**

Brands see a bad day on day 2 and start changing targeting, budgets, or pausing campaigns. Give GMV Max 3 to 4 days to stabilize. Make decisions on 5 to 6 days of data, not 24 hours.

CATEGORY 05 · INSIGHT

Feed the Algorithm. Then Get Out of Its Way.

GMV Max needs volume to work. The algorithm tests creatives, finds the winners, and scales spend on those winners. If you only have 5 videos, the algorithm has almost nothing to test. Feed it **30, 50, 100+** videos and it has enough material to find the ones that convert.

Then leave it alone. Brands see a bad day on day 2 and start changing targeting, adjusting budgets, or pausing campaigns. GMV Max needs time to learn. Give it **3 to 4 days** to stabilize. Make decisions based on **5 to 6 days** of data, not 24 hours.

Your job is not to optimize the ad system. Your job is to feed it.



WHAT TO FIX IF YOU SCORED LOW

Do not touch GMV Max until you have at least 20 to 30 creator videos live in your shop. Build your content pipeline first. Once you have enough volume, start GMV Max at a modest daily budget and let it run for a full week before evaluating. Your job is not to optimize the ad system. Your job is to ensure enough quality content is flowing into the shop so the algorithm has material to work with.

06

CATEGORY SIX

Scaling Readiness

This category is about what happens after the initial launch. Most brands can get some traction. The ones that build real revenue have a plan for scaling beyond the first wave.

YOUR SCORE

0

1

2

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4

5

___ / 5

0-1

BEHIND



No plan for what happens after the first batch of creators posts. Not thinking about retainer deals, content repurposing, or blitz strategies. No plan for growing your creator base beyond initial recruitment. Supply chain would struggle to handle a sudden spike in orders.

2-3

GETTING THERE



A vague idea about scaling but no specific plan. You know you will need more creators but are not sure how to recruit them at volume. Have not thought about repurposing TikTok creator content for Meta ads. Supply chain could handle moderate growth but a major spike would be a problem.

4-5

IN GOOD SHAPE



Plan for continuously recruiting new creators beyond the initial batch. Prepared to offer retainer deals to lock in top performers (10 to 30 videos per month depending on the creator). Strategy for repurposing best TikTok creator content for Meta and other paid channels. Blitz strategy planned (coordinating **50 to 300** creators to post in a 2 to 4 hour window to manufacture momentum). Supply chain ready for rapid growth. Inventory buffers in place.

CATEGORY 06 · INSIGHT

Why Scaling Readiness Matters Even Before You Launch.

You might think *"I will figure out scaling when I get there."* The problem is that TikTok Shop can move fast. If your content hits and GMV Max finds a winning creative, orders can spike overnight. Brands that are not ready for that spike end up with stockouts, delayed shipments, and negative reviews that tank their shop rating.

A 5X spike on Tuesday is fantastic. Until your fulfillment team finds out about it on Friday.

Think about scaling infrastructure now, even if you are months away from needing it. Know which creators you would approach for retainers. Know how you would handle a 5X increase in daily orders. Know where your next 50 creators are coming from.

Three things to map out today

A

Retainer shortlist

Your top performers will emerge fast. Have a retainer template ready (10 to 30 videos per month, flexible) so you can move within days, not weeks, when a winner appears.

B

Meta repurposing pipeline

Your best TikTok creator content is already validated creative. Plan how it gets repurposed into Meta ads — you are not guessing about what works on cold traffic, you are scaling what already converts.

C

Wave-2 creator pipeline

Build a list of 100+ potential creators you would recruit in your second wave. Do this before you need them, not after the first batch starts going quiet.



WHAT TO FIX IF YOU SCORED LOW

Talk to your supply chain and fulfillment team now. Make sure they understand TikTok Shop revenue can be spiky, not smooth like DTC. Build that 100+ creator wave-2 list. Map your Meta repurposing flow. Have a retainer deal template ready so you can move fast when a top creator emerges.

THE RESULT

Your Total Score.

Add up your scores from all 6 categories. Find your band below.

CATEGORY	YOUR SCORE
01 Product and Margin Readiness	___ / 5
02 Shop Setup and Listing Quality	___ / 5
03 Content and Creator Capability	___ / 5
04 Creator Management Infrastructure	___ / 5
05 Ad Strategy Readiness	___ / 5
06 Scaling Readiness	___ / 5
TOTAL	___ / 30

0-10 NOT READY

Significant gaps across multiple categories. Launching now means burning budget while you figure out the basics. The good news: you now know exactly what to build. Work through every "What to Fix" before you spend a dollar on ads or samples.

11-18 ALMOST READY

Some foundation in place but critical gaps remain. Most CPG brands land here — decent product and live shop, but no creator brief, no community, no bonus structure. These are the gaps that separate \$2K/month from \$50K/month. Fix the lowest-scoring categories first.

19-24 READY TO LAUNCH

Foundation is solid across most categories. Product, shop, brief, beginning of a creator pipeline. Now it is execution. Launch your creator program, produce content at volume, turn on GMV Max once you have the videos. Fix your 1 to 2 weakest areas while you execute on the rest.

25-30 READY TO SCALE

Infrastructure is in place and you are probably already generating revenue. Focus on volume: more creators, retainer deals, blitz strategies, Meta repurposing, gradually scaling GMV Max budget. You do not need more foundations. You need more reps.

PATTERN RECOGNITION

The 5 Most Common Gaps We See in CPG Brands.

After working with 60+ brands on TikTok Shop, these are the gaps we see again and again in CPG brands specifically.

01 No Creator Brief.

The single most common gap. Great product, live shop, creators signed up — but no proper brief. Creators receive the product with a "make a video" message and the content comes back generic, off-brand, and low-converting. A brief with specific angles, hooks, reference videos, and CTAs changes everything. We covered this in depth in our Creator Brief Playbook.

02 Commission Rate Too Low.

CPG brands often set affiliate commission at 5% to 10% because they think of it like a traditional affiliate deal. On TikTok Shop, the best creators will not touch a product with a 5% commission. They have dozens of brands offering 15% to 20%+. If you are not competitive, you get the bottom-tier creators who post once and disappear. Raise it to 15% minimum, 20% if your margins allow.

03 No Sampling Strategy.

The CPG-specific gap. Brands ship samples to every creator who requests one, never track who actually posted, never follow up, never decide who deserves a resample. They burn through hundreds of units and thousands of dollars in shipping with no system for measuring return. Sampling needs rules: who qualifies, who gets resampled, who gets cut off.

04 No Creator Community.

Brands treat creators as individual contractors instead of building a community. A WhatsApp group where creators share tips, see each other's wins, and get real-time coaching produces dramatically more content than 50 individual DM threads. Community creates accountability, healthy competition, and a feedback loop that makes every creator better.

05 Impatient Ad Management.

CPG brands (especially with DTC experience) optimize Facebook ads daily. They bring that mindset to GMV Max and it backfires. Budgets change after one day. Campaigns paused after two bad days. The algorithm never stabilizes. GMV Max needs 3 to 4 days minimum to learn and 5 to 6 days before any changes. Patience is not optional. It is the strategy.

ABOUT



FOUNDER

Haseef Bashir

Founder, Brand Buddies. TikTok Shop growth agency built specifically for CPG and consumer brands.

\$20M+

GMV GENERATED

60+

BRANDS MANAGED

100K+

CREATOR VIDEOS

100M+

VIEWS

20+

COMMUNITIES BUILT

We do not do social media management. We do not run Instagram pages. We do one thing: we help brands build, launch, and scale on TikTok Shop.

We work across CPG categories — food, beverages, snacks, supplements, wellness, beauty, lifestyle. We work across markets — US, UK, and expanding. We build the entire system: creator recruitment, creator briefs, community management, performance bonuses, GMV Max campaigns, scaling strategy.

Everything you scored yourself on in this document, we build and manage for our clients.

We cap our client list at **10 to 15 brands** at a time. Every brand gets hands-on attention. That is a deliberate choice.

"We grow with our clients, not off them."

— HASEEF BASHIR, FOUNDER

NEXT STEP

Want Us to Build Your TikTok Shop System?

You just scored yourself. You know where your gaps are.

You can fix them yourself. Everything you need is in the "What to Fix" sections of each category, and in our other free resources: **The 6-Step Growth System**, **The TikTok Shop Playbook**, and **The Creator Brief Playbook**.

If you want a team that has done this 60+ times to build the entire system for you, here is how to start.

01

Book a strategy call.

We will go through your scorecard together. We will look at your product, margins, current setup, and gaps — and tell you exactly what we would do in the first 30 days. No pressure. No pitch. If we are a fit, we will tell you. If not, we will tell you that too.

[Book Your Strategy Call →](#)

02

DM me on Instagram.

If you want to ask a question or have a quick conversation before booking a call, send me a DM at [@haseefbashir7](#).

[Message @haseefbashir7 →](#)